

1 A bill to be entitled
2 An act relating to public postsecondary commercial
3 sponsorships; creating s. 1004.098, F.S.; requiring
4 the presidents of specified postsecondary institutions
5 to provide written notification to certain parties
6 before executing contracts for specified commercial
7 sponsorships; requiring such sponsorships to receive
8 legislative authorization under certain circumstances;
9 providing an effective date.

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11 Be It Enacted by the Legislature of the State of Florida:

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13 Section 1. Section 1004.098, Florida Statutes, is created
14 to read:

15 1004.098 Public postsecondary commercial sponsorships.—For
16 all commercial sponsorships of \$1 million or more that are not
17 philanthropic and are designed for marketing in a state
18 university's or Florida College System institution's athletic
19 facilities, a state university or Florida College System
20 institution president must provide written notification to the
21 Governor, the President of the Senate, and the Speaker of the
22 House of Representatives before executing a contract for such
23 sponsorship. If, within 30 days after receipt, any of the
24 aforementioned parties provide a written objection to the
25 sponsorship to the state university or Florida College System

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26 | institution president, an act of the Legislature shall be
27 | required to authorize such sponsorship.

28 | Section 2. This act shall take effect July 1, 2020.